

Avatar / Customer

Dream outcome?

To be playing at the highest possible level, whilst getting paid a great salary doing what he loves best.

Where is my reader? (Funnel, Process, Thinking About?, Worried? Problem?)

Social media, scrolling through content, wanting to improve their football skills.

Where do I want them to go? (Catch attention, Peak interest)

Be driven directly to the website through free value and wanting to find out more.
CURIOSITY.

What steps do I need them to take to get there?

See social media post - Free value - website - Guide

Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person. Ben, 20 years old who works a 9-5 job, but wants to pursue a career in football as a player. Has some facial stubble, black hair, slim build, quite tall.
- **Background and mini life history.** Always loved football since a child and loves playing the sport. Aspires to be like Ronaldo
- **Day-in-the-life.** He works his 9-5 monday - friday but then he trains on tuesday and thursday evenings with a game on saturday. He would like to play full time for a pro club.

Values. He values football over most things, alongside his family and girlfriend.

Current State

- What is painful or frustrating in the current life of my avatar?
He finds his boss frustrating at his 9-5 job (a shop), because he bosses him around all the time. He is unhappy that he doesn't get paid for the role he has at his football club because they're semi-pro and he works hard for them.



WARNING, Do not step back onto the pitch before you've acknowledged these 3 awareness techniques that will have 80,000 fans chanting your name

The **gut wrenching**, throat thickening feeling of walking onto the pitch, hoping and praying you don't have another poor performance.

Your knees tremble and your studs sink through the thick, heavy mud, as you walk over to the opposition captain to shake hands.

You can feel the confidence and leadership pulsing through his palms as he gives you a firm, eye to eye handshake.

As you turn around and face your own team to bellow out words of encouragement, doubt begins to creep in.

What if you make a mistake?

What if you let your teammates down?

What if all those hours of training were for **nothing**?

HOWEVER,

What if there was a way of reversing this?

Just imagine those overwhelming nerves replaced with unconquerable excitement.

Your fear disintegrating into sheer confidence in your ability,

And the overarching doubt flips into indefatigable bravery.

Well,

I'm here to tell you, there is a way.

There's something so **simple**, yet so **knowledge rich**,

It'll have you as the first name on the team sheet,
No matter what team, league or level you play at.
It's how the **pro's** control the game
With speedy thinking,
Quick play,
And outstanding first touches, like their boots are made of glue.
They take FULL advantage of this.
It's something I was in absolute desperate need of 12 years ago.
Let me take you back to a time when just the word 'football' suffocated my lungs with crippling anxiety.

The dark side to the "Beautiful Game"

The embarrassment, verbal abuse and poor performances had to come to a halt.
Things had to change.
My names Tom,
And about 12 years ago, I was in the worst position a footballer could ever be in. Clubless, 0 confidence, and honestly you probably couldn't have even called me 'average'.
The world renowned "Beautiful Game",
Looked more like the "Hideous Game" to anyone that came to watch me play.
The intense family pressure on my back to become pro was just the icing on the cake.
I had to find a way to win, no matter what.
To excel.
So, I sat down one evening and analyzed my life,
My past,
And my future.
I came to the realization that all I had going for me was,

Persistency

I'm not one to give up.

So as the days flashed by, I spent countless hours researching what the best of the best done to make it pro,

Reading article after article,

Watching video after video,

After the grueling combination of finding **no answers** and getting **no sleep**.

I came across life changing tips & tricks for on AND off the pitch.

I found out key mindset hacks,

Discipline tricks,

And even got in contact with an ex pro, who told me things not even his old teammates knew.

On top of that, I tried everything for myself to see what worked best.

As the next season came around,

I was the **highest goal scorer** in my team, scoring 45 goals in just 1 season.

Leading me to getting *scouted by a professional club*.

My dreams eventually became my reality,

Playing in front of 80,000 fans, chanting my name.

The hairs on the back of my neck stood up, everytime I crossed that line.

Plus, to make things even more special,

I had my family watching me, witnessing The Beautiful Game.

I had made my family proud.

To this day, if I combine my own personal experiences,

and the knowledge I acquired from certain pro's,

I have half a century of experience.

Today, I help aspiring footballers of ALL levels make it pro. Just like you.

I now have knowledge that most of the Pro's don't even possess.

Why don't they have the knowledge?

Because this is the **new era of football**.

'Old school' methods barely scratch the surface of what I teach,

Here's a fractional sneak peak of the knowledge you'll acquire;

- Team strategies that will have the opposition think they're outnumbered.
- Psychological tricks which can be used for your squad **AND** against the opposition.
- How you can perfect *the most difficult* skills, tactics and techniques which many of the pro's don't even think of.

This whole guide was on sale for **JUST \$59, BUT** as I have once been in your boots, I know how hard this process can get.

So,

DOWNLOAD NOW FOR ONLY \$39

Soccer Game Improvement System: A Step by Step Guide

PLUS, discover the 1 hidden team tactic **JOSE MOURINHO** leaked which won him the Champions league!

Within 1 week you will see improvements in your technique, awareness and ball control.

Within 3 weeks you'll be scoring **3 times** as many goals,

Running twice the distance you usually would at *twice the speed*

See some of our outstanding results for yourself;

[Testimonial]

[Testimonial]

[Testimonial]

I'm so confident you'll see the results, you will receive a 30 day money back guarantee!



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we'll send you your money back. No Questions Asked.

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Note: Upon purchase, you will be given instant access! This is a virtual product that can be conveniently downloaded or accessed anywhere with an internet connection.

This work **won't** be easy, so if that's what you're into, this probably **isn't for you.**

But, if you've stayed this long, you are truly ready to commit to becoming the greatest footballer you can possibly be.

Because of that, I want to reward you this guide at an exclusive **1 time** price of,

\$29

Soccer Game Improvement System: A Step by Step Guide

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SAVE \$30!

It's Time To Make The Ultimate Decision ...

Will it be The **Beautiful Game?**

Or

The **Hideous Game?**

Will you learn what **99%** of players don't know... and those that do, DO NOT share?

The choice is yours.